



WLOS Asheville
110 Technology Dr
Asheville, NC 28803

Innovative Advertising-Mandeville
4250 Hwy 22
Mandeville, LA 70471

Contract # 1401319

Schedule Dates 10/28/12-11/06/12
Advertiser Jim Davis for Senate-R (42171)
Agency Innovative Advertising-Mandeville (13092)
Product POLITICAL CANDIDATE (ns) (1186)
Brand JIM DAVIS/SENATE (332616)
Salesperson HOUSE-ASHEVILLE, WLOS/WMYA (1552)
Sales Office WLOS/WMYA/ILOS/IMYA
Buyer Name Guerra,Heidi
Phone/Fax (985) 377-7167 / (985) 377-7118
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 10/26/12
Last Modified 10/26/12
Entered By Jamie Aynes
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,068.25
Net Total \$51,386.75
Sales Tax

Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	1	\$150.00
Nov. 2012	94	\$60,305.00
Grand Total:	95	\$60,455.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/29/12-11/02/12	3	:30	4:30A- News-News 13 @ 430a	5	X	X	X	X	X			5	\$40.00	\$200.00	Asheville (WLOS)		10/26/12
2.0	Normal Line / News	10/29/12-11/02/12	3	:30	5A- News-News 13 Early 5am	5	X	X	X	X	X			5	\$200.00	\$1,000.00	Asheville (WLOS)		10/26/12
3.0	Normal Line / News	10/29/12-11/02/12	3	:30	7A- ABC-Good Morning America	5	X	X	X	X	X			5	\$700.00	\$3,500.00	Asheville (WLOS)		10/26/12
4.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	9A- Anderson	5	X	X	X	X	X			5	\$150.00	\$750.00	Asheville (WLOS)		10/26/12
5.0	Normal Line / News	10/29/12-11/02/12	3	:30	11:58:41A- News-News 13 at Noon	5	X	X	X	X	X			5	\$400.00	\$2,000.00	Asheville (WLOS)		10/26/12
6.0	Normal Line / News	10/29/12-11/02/12	3	:30	12:30P- News-News 13 at 1230p	5	X	X	X	X	X			5	\$350.00	\$1,750.00	Asheville (WLOS)		10/26/12
7.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	4:00:30P- Katie	3	X	X	X	X	X			3	\$175.00	\$525.00	Asheville (WLOS)		10/26/12
8.0	Normal Line / News	10/29/12-11/02/12	3	:30	4:59P- News-News 13 First News At 5p	3	X	X	X	X	X			3	\$600.00	\$1,800.00	Asheville (WLOS)		10/26/12
9.0	Normal Line / News	10/29/12-11/02/12	3	:30	5:28P- News-News 13 at 5:30p	3	X	X	X	X	X			3	\$700.00	\$2,100.00	Asheville (WLOS)		10/26/12
10.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6:58:50P- Wheel of Fortune	3	X	X	X	X	X			3	\$900.00	\$2,700.00	Asheville (WLOS)		10/26/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WLOS Asheville
110 Technology Dr
Asheville, NC 28803

Innovative Advertising-Mandeville
4250 Hwy 22
Mandeville, LA 70471

Contract # 1401319

Schedule Dates 10/28/12-11/06/12
Advertiser Jim Davis for Senate-R (42171)
Agency Innovative Advertising-Mandeville (13092)
Product POLITICAL CANDIDATE (ns) (1186)
Brand JIM DAVIS/SENATE (332616)
Salesperson HOUSE-ASHEVILLE, WLOS/WMYA (1552)
Sales Office WLOS/WMYA/ILOS/IMYA
Buyer Name Guerra,Heidi
Phone/Fax (985) 377-7167 / (985) 377-7118
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 10/26/12
Last Modified 10/26/12
Entered By Jamie Aynes
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,068.25
Net Total \$51,386.75
Sales Tax

Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	1	\$150.00
Nov. 2012	94	\$60,305.00
Grand Total:	95	\$60,455.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / News	10/29/12-11/02/12	3	:30	10:59:56P- News-News 13 11p Late News	5	X	X	X	X	X			5	\$800.00	\$4,000.00	Asheville (WLOS)		10/26/12
12.0	Normal Line / Prime	10/30/12-10/30/12	3	:30	9P- 10P (EST)			1						1	\$2,000.00	\$2,000.00	Asheville (WLOS)		10/26/12
13.0	Normal Line / News	10/28/12-11/04/12	3	:30	5:59A- News-News 13 @ 6am Sunday								1	2	\$150.00	\$300.00	Asheville (WLOS)		10/26/12
14.0	Normal Line / News	10/28/12-11/04/12	3	:30	6:58:20A- News-News 13 @ 7am Saturday								1	1	\$225.00	\$225.00	Asheville (WLOS)		10/26/12
14.0.1	Preempt	10/28/12															Asheville (WLOS)	Incorrect Program Code/Exception - Day to Run is sunday but is programmed for 7	
15.0	Normal Line / News	10/29/12-11/02/12	3	:30	5:58:20A- News-News 13 This Morning 6a	5	X	X	X	X	X			5	\$600.00	\$3,000.00	Asheville (WLOS)		10/26/12
16.0	Normal Line / News	11/05/12-11/06/12	3	:30	4:30A- News-News 13 @ 430a	2	X	X						2	\$40.00	\$80.00	Asheville (WLOS)		10/26/12
17.0	Normal Line / News	11/05/12-11/06/12	3	:30	5A- News-News 13 Early 5am	2	X	X						2	\$200.00	\$400.00	Asheville (WLOS)		10/26/12
18.0	Normal Line / News	11/05/12-11/06/12	3	:30	7A- ABC-Good Morning America	2	X	X						2	\$700.00	\$1,400.00	Asheville (WLOS)		10/26/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------



WLOS Asheville
110 Technology Dr
Asheville, NC 28803

Innovative Advertising-Mandeville
4250 Hwy 22
Mandeville, LA 70471

Contract # 1401319

Schedule Dates 10/28/12-11/06/12
Advertiser Jim Davis for Senate-R (42171)
Agency Innovative Advertising-Mandeville (13092)
Product POLITICAL CANDIDATE (ns) (1186)
Brand JIM DAVIS/SENATE (332616)
Salesperson HOUSE-ASHEVILLE, WLOS/WMYA (1552)
Sales Office WLOS/WMYA/ILOS/IMYA
Buyer Name Guerra,Heidi
Phone/Fax (985) 377-7167 / (985) 377-7118
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 10/26/12
Last Modified 10/26/12
Entered By Jamie Aynes
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,068.25
Net Total \$51,386.75
Sales Tax

Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	1	\$150.00
Nov. 2012	94	\$60,305.00
Grand Total:	95	\$60,455.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
19.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	9A- Anderson	2	X	X						2	\$150.00	\$300.00	Asheville (WLOS)		10/26/12
20.0	Normal Line / News	11/05/12-11/06/12	3	:30	11:58:41A- News-News 13 at Noon	1	X	X						1	\$400.00	\$400.00	Asheville (WLOS)		10/26/12
21.0	Normal Line / News	11/05/12-11/06/12	3	:30	12:30P- News-News 13 at 1230p	1	X	X						1	\$350.00	\$350.00	Asheville (WLOS)		10/26/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:00:30P- Katie	1	1							1	\$175.00	\$175.00	Asheville (WLOS)		10/26/12
23.0	Normal Line / News	11/05/12-11/05/12	3	:30	4:59P- News-News 13 First News At 5p	1	1							1	\$600.00	\$600.00	Asheville (WLOS)		10/26/12
24.0	Normal Line / News	11/05/12-11/05/12	3	:30	5:28P- News-News 13 at 5:30p	1	1							1	\$700.00	\$700.00	Asheville (WLOS)		10/26/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:58:50P- Wheel of Fortune	1	1							1	\$900.00	\$900.00	Asheville (WLOS)		10/26/12
26.0	Normal Line / News	11/05/12-11/05/12	3	:30	10:59:56P- News-News 13 11p Late News	1	1							1	\$800.00	\$800.00	Asheville (WLOS)		10/26/12
27.0	Normal Line / Prime Premium	10/30/12-10/30/12	3	:30	7:58P- ABC-Dancing With The Stars (Tuesday)			1						1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/26/12
28.0	Normal Line / Prime	11/01/12-11/01/12	3	:30	8P- 9P (EST)					1				1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/26/12
29.0	Normal Line / Prime	11/02/12-11/02/12	3	:30	9P- ABC-Shark Tank (Friday)						1			1	\$900.00	\$900.00	Asheville (WLOS)		10/26/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WLOS Asheville
110 Technology Dr
Asheville, NC 28803

Innovative Advertising-Mandeville
4250 Hwy 22
Mandeville, LA 70471

Contract # 1401319

Schedule Dates 10/28/12-11/06/12
Advertiser Jim Davis for Senate-R (42171)
Agency Innovative Advertising-Mandeville (13092)
Product POLITICAL CANDIDATE (ns) (1186)
Brand JIM DAVIS/SENATE (332616)
Salesperson HOUSE-ASHEVILLE, WLOS/WMYA (1552)
Sales Office WLOS/WMYA/ILOS/IMYA
Buyer Name Guerra,Heidi
Phone/Fax (985) 377-7167 / (985) 377-7118
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 10/26/12
Last Modified 10/26/12
Entered By Jamie Aynes
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,068.25
Net Total \$51,386.75
Sales Tax

Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	1	\$150.00
Nov. 2012	94	\$60,305.00
Grand Total:	95	\$60,455.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
30.0	Normal Line / News	11/03/12-11/03/12	3	:30	5:58:40A- News-News 13 @ 6am Saturday							1		1	\$150.00	\$150.00	Asheville (WLOS)		10/26/12
31.0	Normal Line / News	11/03/12-11/03/12	3	:30	8A- ABC-Good Morning America Saturday							1		1	\$350.00	\$350.00	Asheville (WLOS)		10/26/12
32.0	Normal Line / News	11/05/12-11/06/12	3	:30	5:58:20A- News-News 13 This Morning 6a	2	X	X						2	\$600.00	\$1,200.00	Asheville (WLOS)		10/26/12
33.0	Normal Line / News	10/29/12-11/02/12	3	:30	6:30A- News-News 13 This Morning 6a	5	X	X	X	X	X			5	\$700.00	\$3,500.00	Asheville (WLOS)		10/26/12
34.0	Normal Line / News	11/05/12-11/06/12	3	:30	6:30A- News-News 13 This Morning 6a	2	X	X						2	\$700.00	\$1,400.00	Asheville (WLOS)		10/26/12
35.0	Normal Line / News	10/29/12-11/02/12	3	:30	6P- 7P (EST)	3	X	X	X	X	X			3	\$1,000.00	\$3,000.00	Asheville (WLOS)		10/26/12
36.0	Normal Line / News	11/05/12-11/05/12	3	:30	6P- 7P (EST)		1							1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/26/12
37.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	7:30P- 8P (EST)	3	X	X	X	X	X			3	\$1,000.00	\$3,000.00	Asheville (WLOS)		10/26/12
38.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:30P- 8P (EST)		1							1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/26/12
39.0	Normal Line / Prime Premium	10/29/12-11/05/12	3	:30	7:58P- ABC-Dancing With The Stars (Monday)		1							2	\$4,000.00	\$8,000.00	Asheville (WLOS)		10/26/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: